

Message Text

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SUBJECT: ECE-PREPARATORY MEETING FOR 3RD MARKETING SEMINAR,
23-24 JANUARY.

REF: GENEVA 136

1. BACKGROUND PAPER FOR SUBJECT MEETING JUST ISSUED.
SUGGESTS THAT BROAD SUBJECT OF LICENSING AND LEASING SHOULD
BE DELIMITED BY CONCENTRATING ATTENTION ON MARKETING IN
THE FIELD OF LICENSING AND LEASING AND THAT PROBLEMS OF
MARKETING OF PATENTS AND TRADEMARKS, FRANCHISING AND
FACTORING SHOULD BE EXAMINED IN LESS DETAIL OR EVEN BE
CONSIDERED AT A FUTURE SEMINAR.

2. SINCE THERE IS SUBSTANTIAL EXPERIENCE IN EAST-WEST
LICENSING TRADE, CONSIDERATION MIGHT BE GIVEN TO NARROWING
ATTENTION TO A PARTICULAR SECTOR OR GROUP OF PRODUCTS, E.G.
CAPITAL GOODS.

3. RE LEASING, EAST-WEST TRANSACTIONS ARE A RECENT DEVELOP-
MENT AND HENCE IT WOULD BE BETTER TO DISCUSS THE WHOLE
RANGE OF PROBLEMS AND PROSPECTS RATHER THAN CONFINE
DISCUSSION TO A PARTICULAR SECTOR. AN EXCHANGE OF
EXPERIENCE ON THE GENERAL SUBJECT MIGHT BE DESIRABLE.

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4. BACKGROUND DOCUMENTS SHOULD BE OF PRACTICAL

CHARACTER, PREPARED BY EXPERTS. THE SECRETARIAT WOULD PREPARE A DOCUMENT DESIGNED TO FACILITATE A PANEL DISCUSSION OF RECENT CHANGES IN MARKETING CONDITIONS AFFECTING EAST-WEST TRADE.

5. A BACKGROUND DOCUMENT AND 4-6 CASE STUDIES MIGHT ALSO BE PREPARED. THE BACKGROUND DOCUMENT COULD BE IN TWO PARTS EACH COVERING ONE OF THE MAIN TOPICS. AN EASTERN AND WESTERN CONTRIBUTION WOULD BE MADE TO BOTH TOPICS.

6. FOUR CASE STUDIES MIGHT BE ENVISAGED AS FOLLOWS: (A) SALES OF WESTERN LICENSES IN EASTERN COUNTRIES; (B) PURCHASE OF WESTERN LICENSES BY EASTERN COUNTRIES; (C) SALES OF EASTERN LICENSES BY WESTERN COUNTRIES; AND (D) PURCHASES OF EASTERN LICENSES BY WESTERN COUNTRIES. ALTERNATIVELY, A FEW CASE STUDIES MIGHT BE PREPARED ON EXPERIENCE GAINED AND PROBLEMS ENCOUNTERED BY PARTICULAR EASTERN AND WESTERN COUNTRIES IN MARKETING LICENSES.

7. DOCUMENTATION ON LEASING MIGHT BE LIMITED TO A SINGLE BACKGROUND PAPER IN VIEW OF LIMITED EXPERIENCE IN THIS FIELD.

8. MISSION WOULD APPRECIATE VIEWS OF COMMERCE DEPT ON SECRETARIAT SUGGESTIONS AS WELL AS OFFERS WHICH MIGHT BE MADE FOR PREPARATION OF A CASE STUDY AND NAMES OF EXPERTS WHO COULD ASSIST IN PREPARATIONS FOR AND HOLDING OF SEMINAR. WE HOPE THAT INTERESTED FIRMS WILL BE ADVISED OF THE SEMINAR WITH A VIEW TO PARTICIPATION AND ASSISTANCE IN PREPARING PAPERS OR PROVIDING EXPERTS. ABRAMS

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